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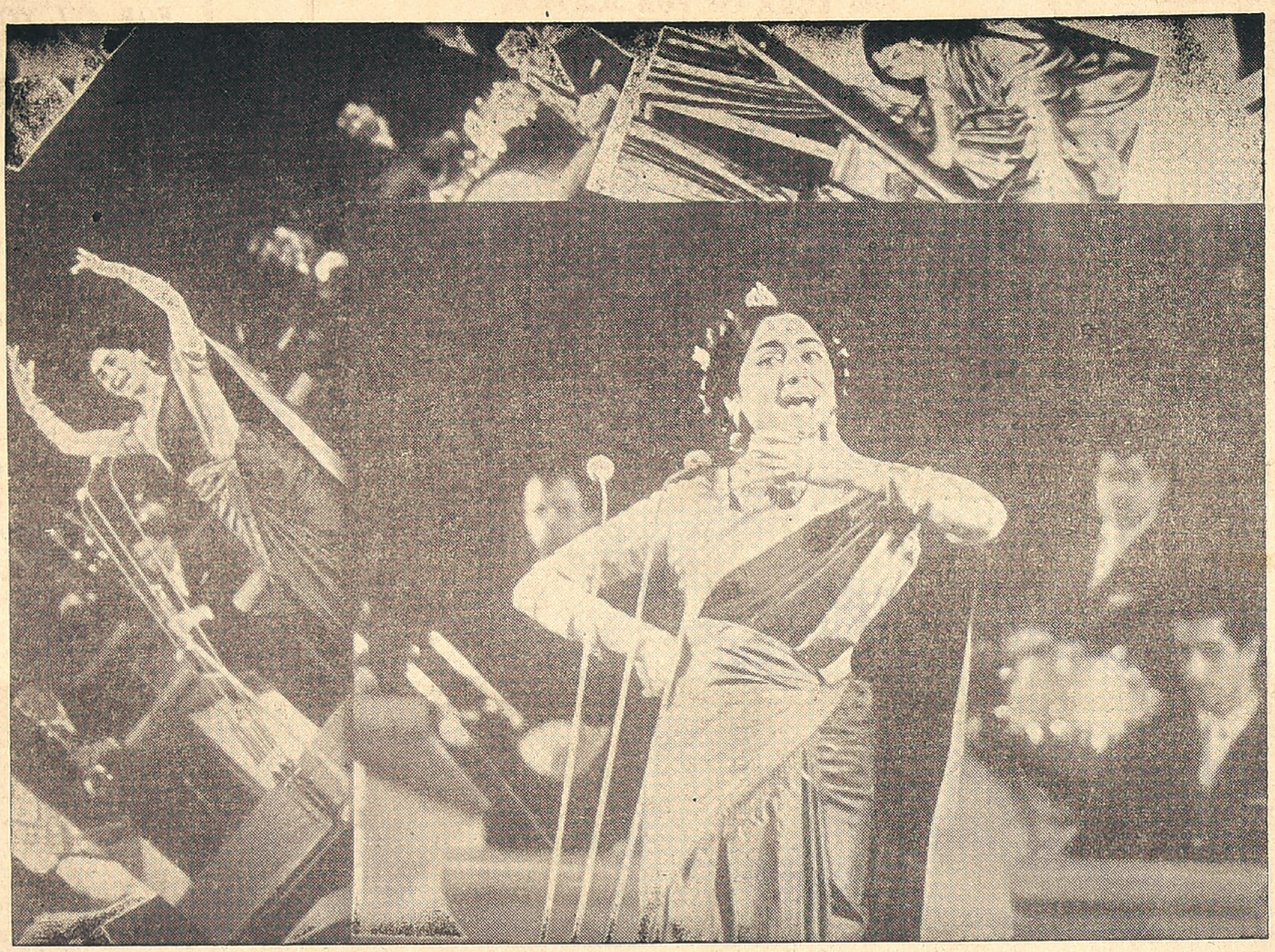

Photo from the album of the singer

A happy mother

The Nightingale From Baku

About 20 years ago a review of the amateur talent was to take place in Baku, the capital of Soviet Azerbaijan. Hundreds of singers, dancers and reciters from all parts of that Transcaucasian republic were getting ready to participate in it. They were full of excitement, anxiety and dreams.

Elmira Ragimova will never forget how with faltering steps, almost fainting with stage-fright, and blinded by the limelight, she appeared before an audience for the first time in her life. She felt so nervous and alone. But with the first strains of the music she cast off her nervousness and sang "The Azerbaijan Beauty" and songs from the Indian films "Awara" and "Baiju Bawra". She returned to the wings with a storm of applause. An unknown school-girl till then, Elmira Ragimova became a winner at the Azerbaijan amateur talent review.

The girl was invited to join the State Song and Dance Ensemble of Azerbaijan. January 1956 is especially memorable for her, for, that was when Elmira made her debut as a professional singer. The day of her first concert coincided with India's Republic Day and she sang several songs from Indian films. Mr. K. P. S. Menon, then India's Ambassador Extraordinary and Plenipotentiary to the USSR, was present at the performance. He went back-stage to congratulate Elmira on her success. Talking to the organisers of the concert he said jokingly they had made ingenious use of technical achievements. It was clever of them, he said, to take an Indian girl, put her on a plane, bring her to Baku, and then pass her off as an Azerbaijanian!

The year 1956 is memorable for yet another reason. The then Vice-President of India

(Contd. on page 11)

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The Politics Of Drought Relief

AN allegation made by the Union Finance Minister Mr C. Subramaniam agaist the State Government of 'wasting' and 'misusing' the Central assistance given for drought relief and his assertion that the centre has a right to check how the funds are utilised sparked off a controversy.

Infuriated by his allegations Chief Minister Karunanidhi publicly stated that Tamil Nadu "will not seek any further Central assistance for drought relief so long as Mr. C. Subramaniam is the Union Finance Minister."

Following his statement the Chief Minister announced that the Government will raise funds from the public for the drought relief and appealed to the people to contribute generously to the Tamil Nadu Chief Minister's Drought Relief Fund. Already the collections had crossed Rs. 8.5 lakhs.

The action of both Mr Subramaniam and Mr Karunanidhi has become a target of attack for many.

Mr K. Kamaraj said at a public meeting at Uthangarai in Dharmapuri District that instead of concentrating on drought relief work the Chief Minister Mr Karunanidhi and the Union Finance Minister Mr C. Subramaniam had been indulging in unnecessary criticism of each other in the process neglecting relief measures for thousands of drought stricken people. It was the joint responsibility of the State and Union Governments to undertake relief works whenever natural conditions were adeverse. There was no meaning in each trying to blame the other under some silly pretext, Mr Kamaraj said.

He further said that already there had been reports that the Government relief programme was being mismanaged. The Governor himself had pointed out at several places that contractors were misusing the amount allotted for relief works and the amount was not reaching the poor people for whom it was intented.

Mr. Kamaraj felt that narrow party politics should not be allowed in grave issues affecting the lives of millions of people. If the Government were keen on helping the people it could have easily convened an all-party meeting and ensured the cooperation of all persons.

The Tamil Nadu Congress Committee has launched a campaign to collect donations for a drought relief fund it has created. This action of the TNCC has been strongly condemned by the Chief Minister. The Chief Minister has said that it is wrong on the part of the Congress to collect funds for drought relief work independently.

Mr. C. Subramaniam has undertaken a tour of the drought affected areas to have a first hand knowledge of the condition and arrange all possible help from the Centre.

Mr. Subramaniam said that "the State Government by itself cannot successfully tackle the serious drought situation prevailing in several districts without the assistance from the centre."

"The Central aid is indispensable. Besides extending financial assistance, it is the Centre which can arrange imports of food grains from abroad and also movement from other states into Tamil Nadu to feed the hungry people" he added.

Commenting on the controversy over the statements made by Mr C. Subramaniam and Mr Karunanidhi the Statesman of Calcutta writes: Mr Karunanidhi's public statement has created a situation that he certainly did not bargain for. In the State Assembly it has set in train events leading to tabling of a motion for the Speaker's removal, which has all the makings of a major political crisis. Apparently the opposition parties consider the Chief Minister's bravado utterly irresponsible, particularly at a time when the State is desperately in need of all the Central aid it can manage to get. This does not however, explain the apparent unity among the opposition parties. Each has its own axe to grind: given the fact that the present Government is in the last year of its term all parties, the DMK not excepted, are naturally inclined to squeeze maximum propaganda advantage out of the present controversy obscurrng in the process the real issues involved. Nothing suits New Delhi better. Mr Subramaniam's case is straightforward enough. The Centre has a right to know exactly how the funds earmarked for relief are spent. Mr Karunanidhi has called attention to Centre's meagre allocation of Rs. 7.5 crores for drought relief which is to be adjusted against the overall Plan allocation of Rs. 41 crores. His contention is that Mr Subramaniam's reasons for insisting on closer look at Tamil Nadu's accounts are purely political. For his part the Union Finance Minister insisting though not quite convincingly, that he has not singled out Tamil Nadu's DMK administration for special discrimination. His position is supported by the Sixth Finance Commission which only provides for subsidies "subject to the overall ceiling of Central assistance for the Plan period as a whole". This is intended to curb wasteful expenditure by State Governments "in the name of drought relief".

Mr. Subramaniam's zeal is, however, not going to be popular with the States, any more than were the Sixth Finance Commission's recommendations. Resistance to Central "monitoring" apart, Mr Subramaniam's implied warning to the States may conceivably revive the demand for the rejection of the Finance Commission's major recommendations. The somewhat low ceiling fixed by it for drought relief is vulnerable to criticism. Last year Mr Rajni Patel had severly criticized it; given the political respectability his views have lately been gaining. Mr Subramaniam may not find it easy to defend his position. He may even find it hard to get any help from Mr Brahamananda Reddi, who headed the Sixth Finance Commission.

I Ask For All That's Good

Dr. E. GILBERT

O God, take Away My Greedy Look
And give me eyes to see the heaven
That make every clean and clear brook
To flow with the message of peace to men.

O God, take away my tongue that speak
And create A war against peace
Give me a tongue that would ever be meek
And tell the truth and reveal thy Grace.

O God, take away my ears that ever evils hear
And give the hears to ear thy wondrous call
Then perhaps would live without fear
And my spirit may not stumble and fall.

O God, great take away my swollen heart
And give me a new pure heart of love
Then I'll not with thoughts anyone hurt
But acts of kindness ever show.

THUS SPAKE THE MAHATMA

I have never made a fetish of consistency. I am a votary of Truth and I must say what I feel and think at a given moment on the question without regard to what I may have said before on it. As my vision gets clearer, my view must grow clearer with daily practice.

ASOKA SCENTED BETELNUT POWDER

Free India

SUNDAY Mar. 30, 1975.

WHY MORE DEPOSITS?

Power consumers of Tamil Nadu are penalised for the inefficiency of the Electricity Board.

There is a 60 per cent cut in power supply in the state with the threat of further reduction in supply. In spite of the additional surcharges added frequently, the bills cannot exceed the three months deposit already received from the consumers. Demand for a deposit at the rate of four months bills is really unreasonable.

Villagers, who normally consume the minimum only, are also asked to increase their deposits. Oppressed by the famine and drought the demand for deposits is causing real hardship.

The Electricity Minister recently told the Legislative Council that if the people pay their bills promptly these situations won't arise.

The fact is that connections are promptly cut for non payment of bills on the due dates if the parties are middle class consumers. The real culprits are the bulk consumers and big industrialists, who are the friends of the Government.

There is said to be Rs. 10 crores in arrears to be collected. Why not start a drive to wipe it out, sparing the poorer consumers?

Marketing And Management

New Concept And Dimensions

By M. K. RAJU, Chairman, Hindustan Photo Films

SINCE the turn of the century businessmen have proclaimed the customer as the reason for their existence. Their concern was cost and production efficiency and how to adjust prices to what the market world accept. The customer was usually a distributor, agent or dealer and rarely the end user.

The business ideology of producing the same product for less cost scarecely turned out to be an adequate driving force for economic growth. Most consumers had inadequate income and inadequate reasons to buy. In short, productivity gains resulted in a condition of chronic under-consumption.

While the pre-1940 period was concerned with making the same products cheaper, the post war period saw research as a new dimension added to competition to make old products better and to launch new products. This resulted in new markets, increased employment, increased production and increased wages.

The focus was what was better for the customer than merely what was cheaper. This was the origin of the marketing concept, to describe the triumph of innovation over production capacity. Essentially, the concept is a managerial philosophy which places the consumer at the focal point of all business activities.

As Peter Drucker says "what business thinks it produces is not of first importance—especially not to the future of business or to its success. What the customer thinks he is buying, what he considers "value" is decisive—it determines what a business is, what it produces and what success it has."

AGE OF SHORTAGES

In the developed countries, consumption has been simulated to provide demands that are conducive to mass production. The marketing concept has succeeded, because consumers had both the discretionary buying power and the freedom to select from an abundant supply of raw materials and manufactured goods.

Today, this is an age of shortage. The energy crisis is real. There are scarcities in oil, gasoline and many petroleum based products. Many minerals are in short supply. There are shortages in plastics, synthetic fibres and paper; aluminium, nickel, steel; and cement, sugar, wheat and rice. These shortages are occuring World over, in the face of rampant inflation and increasing demands. These shortages will create numerous opportunities for manufacturers and retailers to take unfair advantage of a helpless consumer. Also, protected markets take away the incentive to benefit a consumer.

What is even more serious is the depleting natural resources. The deposits of coal will be exhausted within 100 years. World population will be doubled to 6 billion by 2000 and the products of agriculture and forestry will create even a much greater shortage than ever before.

Then, you have the consumer movement, which asserts that corporate power, aided by mass advertising manages the market and persuades people to buy whatever they produce, without paying attention to health and safety.

If we say the end of the marketing activity is to satisfy the desires of the people, in the context of shortages, depleting natural resources and a protected market on one hand and production outpacing what people can consume on the other, how can the marketing concept survive? Is the present style of management and distribution sub-consciously wasteful and derogatory to the interests of consumers? What are the implications of this concept to the society at large? To what extent, does this apply to developing countries with scarce resources! These are some of the questions we have to answer, if we want to project the new concepts and dimensions in marketing. Now for my answers.

ATTRACTING CONSUMERS

This is an era of great transition. Undoubtedly, in marketing, we are entering a period different in kind and not degree. This shift is influenced by ecological considerations, consumerism, and challenge to traditionally accepted advertising practices. It is clear that this age has to influence marketing, as being not merely concerned with attractiong the customer but also as to how the broader society is affected in its attempt to attract the customer.

For example, there is a manufacturing firm, which has maximised its profits, by minimising its cost of production, through a process which dumps untreated water into a sacred river. This polutes the river, affects drinking water and fishing and destroys recreational facilities. While individually the firm maximised its profits, and also produced a product much required by the community, yet, it has imposed a social cost. The environment and social fabric, in which the firm itself functions, is impaired.

This is the primary challenge of marketing. Marketing must satisfy a customer, must pursue profits but in addition, must

(Contd. on page 9)

BANGALORE TAMIL SANGAM

By A. ARUMUGHAM

Recently I had the pleasure and privilege of covering the silver jubilee celebrations of the Bangalore Tamil Sangam as a professional photographer. I made several disoveries.

Where ever Tamilians live their strong cultural ties bring them together. Secondly the popularity of Tamil Nadu Governor Mr. K. K. Shah, who delivered the inaugural address, is not confined to the borders of our state. Mr. K. Subramaniam, President of the Sangam, presided.

Mr Shah in his inimitable style commended the Sangam for its activities in promoting Tamil language and culture and for fostering harmonious relationship between Tamil and other languages especially Kannada. He said he was very happy that the Sangam was above caste, colour, creed or political distinctions. This, it demonstrated by its open membership to all and by arranging classes not only in Tamil but other languages as well.

Another discovery that I made (actually it was a re-discovery!) was the vast erudition of Mr. K. K. Shah who traced the evolution of the Tamil language and stressed the similarity between Tamil and Sanskrit terms. He said it was with the idea of encouraging further studies that he had been instrumental in starting the Tamil, Sanskrit and other Indian languages Research Institute.

Tamil was universal stated Mr. Shah and quoted a saying which when rendered into English means "Every country is my country and every man is my kinsman."

ON THE COVER

Left Top: The Sangam's building.

Bottom: Mr. K. K. Shah lighting the lamp.

Right Top: Mr. Subramaniam addressing the gathering

Centre: A warm welcome to Mr. K. K. Shah.

Bottom: A section of the audience.

(Photogrophs by A. Arumugam. Composite picture design by Vishnu)

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Inauguration Of Sri Sai Mandir

A DREAM COMES TRUE

A five-day programme was organised by Sri Sai Baba Bhaktha Samajam (Regd) Shenoy Nagar, Madras 30, in connection with the inauguration of Sri Sai Baba Mandir, constructed at a cost of 3.5 lakhs adjacent to the Sai Nilayam at Shenoynagar.

The construction of the New Mandir was taken up by the Samajam which has been propagating the teachings and tenets of Sri Shirdi Sai Baba under the guidance of its Founder-President, H. H. Swami Kesavaiahji. Inside the new Mandir is a marble mantapam of architectural excellence where a huge portrait of Sri Shirdi Sai Baba on a mandahasam is kept. The auditorium accommodates more than 3000 people at a time. The Mandir with a built in area of 93' x 63' has been designed in South Indian style with big richly carved doorways and fine porch at the entrance.

The inaugural function commenced at the Mandir on 12-3-1975 with Ankurarpanam and Vinayaka Pooja. On 13-3-1975, Yagasala Pooja, Kumbha Pooja and Homam were performed. The following day in the morning there was Poornahuti and Mahakumbhabhishekam. In the afternoon, there was pratistha of the Padukas of Sri Sai Baba which was attended by more than 4000 devotees from different parts of the city and mofussil places. In the evening there was a public meeting, which was attended by Hon'ble Sri K. Brahmananda Reddy, Union Home Minister, who declared open the Mandir.

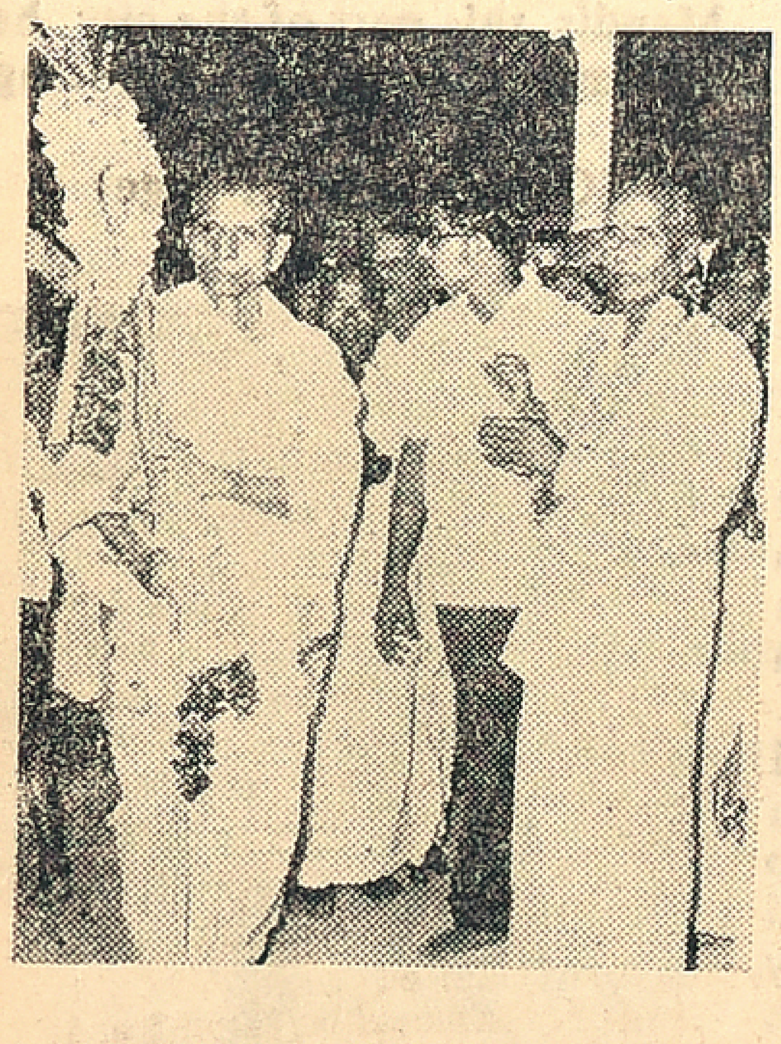
MAGNETIC PILGRIM CENTRE

Kulapathi Sri S. Balakrishna Joshi, Principal of D.A.V. Higher Secondary School, Madras, speaking on the occasion said:

I feel indeed pleased to have been called upon to actively associate myself with this very auspicious function which represented a remarkable landmark in the dynamic effort to nourish faith. Visit to holy places, bath in sacred rivers are all meant to be of transfiguring the human personality. But the most important is the aid of a Guru whose influence ignities its knowledge and wisdom into godliness. Such a Satguru and Mahapursha was Sri Sai Baba, the Saint of Shirdi who was a column of spiritual fire when he was on the spiritual plane. By his holy presence and his spiritual meditation, Swami Kesavaiahji, a great devotee of Sri Sai Baba and the Founder-President of Sri Sai Baba Baaktha Samajam has transformed Shenoy Nagar, a suburb of Madras, into a magnetic pilgrim centre, where large numbers of people, day after, day, and particularly on Thursdays congregate in thousands. His life of utter purity and dedicated service to the highest ideals of human endeavour have a very profound influence on countless men, women and children that has been coming to him for over thirty years now. His abode, 'Sai Nilayam' has really become a temple of glow with the divine presence of Sri Sai Baba. It is a very pleasant sight to see a vast concourse of devotees belonging to different strata of society in front of Sri Sai Nilayam every Thursday evening in order to get the blessings of Swami Kesavalahji from the place of glory of Sri Sai baba in the Sanctum Sanctorum and receive the holy ashes from Swamiji with appropriate advice and with appro-

(Contd. on next page)

Sri Swami Kesavaiahji invoking the blessings of Sri Shirdi Sai baba in the sanctum sanctorum of the Mandir. Sri U. Uttam Reddy and Dr. H. T. Veera Reddy FRCS are seen with him.



Sri Swamiji carrying the temple flag to be hoisted on the "Kumbam" of the Temple. With him are his son and Sri D. Srinivasan, execcutive committee member of the Samajam.

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Sri Swamiji, Sri Brahmananda Reddy and Smt Ragavamma Brahmananda Reddy, on the occasion of the inauguration of the Mandir for public worship on March 14.

From page 5

A Magnificent Monument

priate guidance. They have wonderful expereince and their conviction has now become crystalised into an act of faith with physical ailments, mental ills and spiritual gloom have all vanished progressively under the talismanic influence of Swamiji.

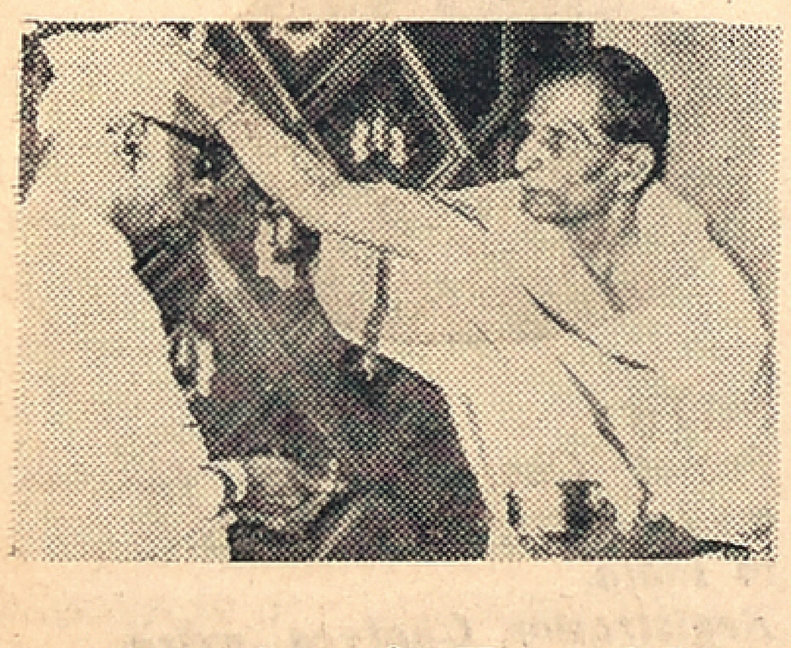
The outstanding miracle of Swamiji's spiritual energy of Sai Mandiram within the holy precincts of which we have assembled, this evening, was consecreted this morning with due religious rites. It is indeed a magnificent monument of faith, a very powerful symbol of love and devotion which demonstrates the great spiritual energy of Swamiji. This building distinctly depicts an amusing and charming sanctum sanctorum with a hall of divinity. On this occasion, when Swamiji's dream has become a concrete reality, let us offer our very reverential pranams to him and pray to God in the manifestation of Sri Sai Baba that this shrine may become an international centre for which members belonging to different castes, community, colour and creed would congregate in order to have peace, wisdom and godliness. I am sure that this great shrine is going to cement human fellowship and promote universal peace; May Sri Sai Baba's blessings be showered on those associated with this function.

Earlier Mr. K. Uttam Reddy, Chairman of the Samajam, welcoming the distinguished guest and the devotees said:

Swami Kesavaiahji came to Madras in 1948 in a desperate condition suffering from tuberculosis. By the grace of Sri Sai Baba he regained his health and has been devoting all his time for the spread of Sri Sai Baba's message in the South of India. It has been his life's ambition to erect at this site an edifice befitting the Great Saint of Shirdi. This ambition has been fulfilled today. The site was allotted by the Government of Tamil Nadu and the Corporation of Madras. The Samajam is grateful of them.

It is not a mere accident that this great edifice has come up at this site. It must have a divine purpose. Sri Sai Baba promised that he will be as active in the service of his devotees aftershedding the mortal body as he was during his life-time. During his life time Sri Sai Baba identified himself with his devotees and helped them to attain God-consciousness. After his Mahasamadhi the Sai-cult has spread far and wide particularly in South India. May this Mandir be the Shirdi of South India and serve as an everlasting source of light, faith and peace by the Grace of Sat Guru Sri Sai Baba.

Sri S. D. Sundaram, Secretary of the Tam[il] Nadu Eyal Isai Nataka Manra[m], said: I am very happy to pa[r]ticipate in this function presided over by Sri Brahmananda Reddy and I thank the organisers for hav[i]ng given me this opportunity. The Nayanmars, the Alwars and other saints had preached the si[gni]ficance of true devotion. It is only through devotion that man can prosper. Sri Swami Kesavaiahji is an ardent devotee of Sri Sai Baba of Shirdi. It is due to his sustained efforts that this beautiful edifice has come up."



Sri Swami Kesavaiahji blessing Sri. K. Brahmananda Reddy, Union Home Minister.

While inaugurating the Sai Baba Mandir, Sri K. Brahmananda Reddy, Union Minister for Home Affairs, said:

I feel extremely grateful and also feel honoured for the privilege which Poojya Kesavaiahji has given to me today in asking me to inaugurate this temple. Poojya Swami Kesavaiahji had a sort of affection for me and my wife and possibly he felt that I am not unfit to be a devotee and he conferred this honour to me. Today, on account of the blessings of Poojya Swamiji, you can consider me as one of you, as one of the devotees. I remember, with grateful memory, the good day when my good friend Dr. H. T. Veera Reddy, F.R.C.S. brought me and my wife to the embrace of Poojya Swamiji. It is our extreme good fortune that I should have been asked to do this very devotional function. I do not know if I can in full measure pay our regards or compliments to the effort that Poojya Swamiji has put in. Really, if Poojya Swamiji had not been the recipient of the blessings of Sri Sai Baba, he would not have been able to perform this huge task.

Swamiji in his own way, in an unostentatious manner, has been serving the cause of devotion of people to Sri Sai Baba. We visited Swamiji at Sai Nilayam, previously when we both of us offered our humble prayers for a short while, received Poojya Swamiji's blessings.

I do not know if many of you know that Poojya Swamiji was a Government Servant at one time. He was able to see the vision of Sri Sai Baba and guide his conduct accordingly. Some people say that politicians and Government servants and busiessmen have no place in heaven. But when you see Poojya Swamiji as a Government Servant still being blessed by Sri Sai Baba, I feel there is still hope for politicians and Government servants.

We had been recently to Shirdi shrine and had an opportunity to see the surroundings and the effort that was put in there for housing the devotees etc. This country is practically the birth place of many religions in the world, which has a history extending to thousands of years. If this country cannot give something to the world, at least on a moral plane or religious plane, I feel all of us will be doing disservice to community.

On behalf of all and on behalf of hundreds and thousands of other devotees attached to Sri Sai Baba, may I offer to you Poojya Swamiji our respectful regards and also congratulations for the magnificent effort you have put in building this great edifice, a place of silent worship. I feel this great and beautiful edifice would not have been possible but for the silent help and the blessings of Sri Sai Baba. I do not know how many ... and thousands have thousands ... in their humble way, contributed ...y, in a big way, to in a small wa[y] ...ture. May all of this great ve... place, that this us pray that this ... this place for holy place, that ... become the silent devotion may ...a and may Shirdi of South Ind[ia].

Sri. C. Subramaniam Union Finance Minister, is being welcomed by Kumari Sai Lakshmi Devi, grand daughter of Sri Swamiji.

Poojya Swami Kesavaiahji continue to be guided by Sri Sai Baba, may continue to be the chief instrument spreading Sri Sai Baba's message so that greater and greater number of people are attracted to this place to offer their silent prayers.

I do not know what to say, but somehow as far as I am concerned, I feel attracted to Swami Kesavaiahji, Poojya Swami May give me further opportunities to come here, offer my small silent prayers whenever there can be opportunities to do so and therefore, on behalf of all may I offer Poojya Kesavaiahji our respectful regards and congratulations for a great effort put in, in order to serve the vast humanity.

The Union Home Minister presented a depicting the mandir in a silver casket to Sri K. R. Purushothama Reddy of Satyanarayana & Bros. the chtractors, who constructed the mandir. Sri Swamiji presented the Union Minister with a replica of the Mandir.

Sri T. Chengalvaraya Pillai, proposing vote of thanks said that 'this beautiful edifice would not have come up but for Swami Kesavaiahji's sustained efforts. Swamiji has been very strict with maintenance of accounts and also observed strict economy in expenditure. Due to the Sai Mandir, this part of the city has become a place of pilgrimage

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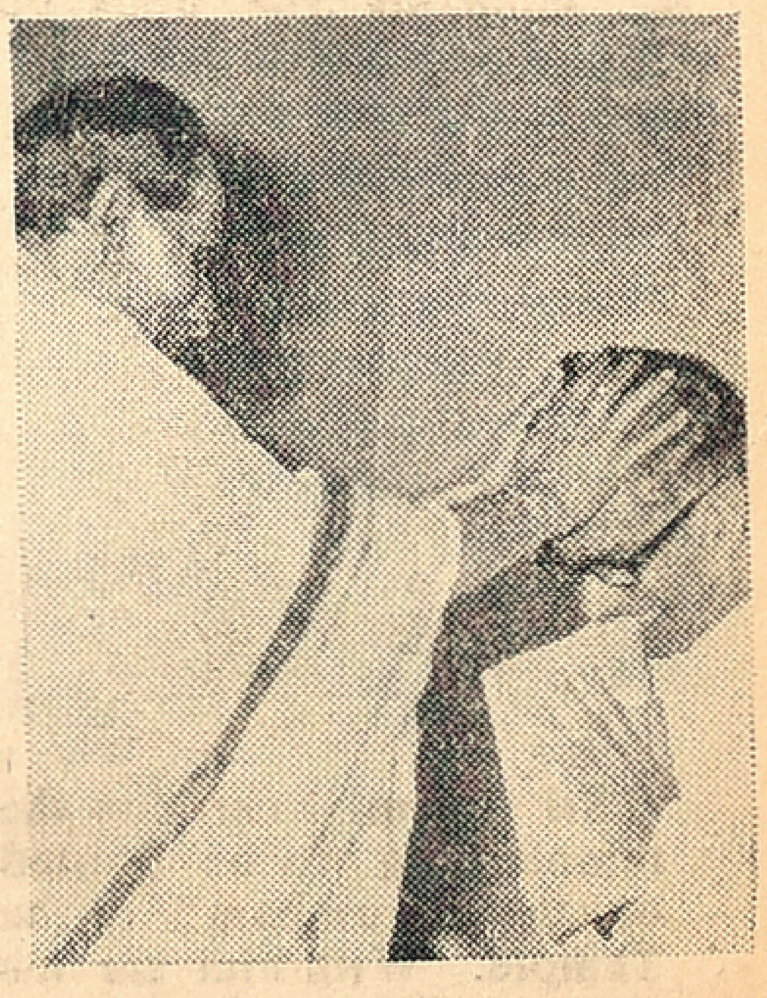
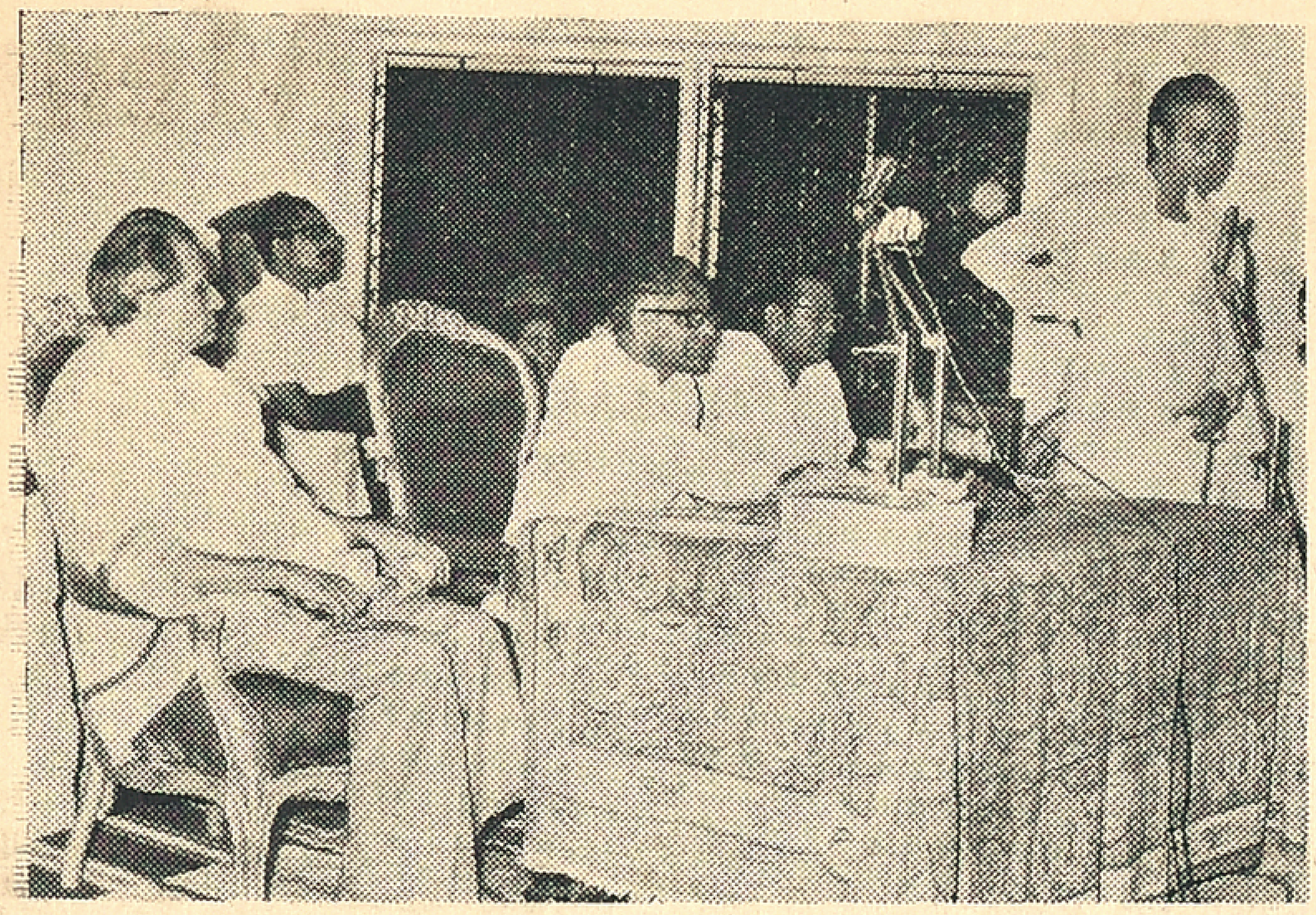


Sri. C. Subramaniam is being blessed by Swamiji.



Sri R. Veeraraghavan, Vice Chairman of the Samajam, proposing vote of thanks. Sri. Uttam Reddy, Sri. C. Subramaniam, Union Finance Minister and Sri Swamiji are listening, on March 15.

From page 6

for the Sai devotees all over the country.

After opening the Meditation hall in the Sai Mandir and releasing the Souvenir on the evening of 15-3-1975, Hon'ble Sri C. Subramaniam, Union Minister for Finance observed that our country can prosper if only spiritual knowledge and scientific knowledge blend together and that superstitions disappear from us. He added that our ancient seers and sages have evolved for us a righteous path after putting considerable thought into it. It is a pity that some of us turn a deaf ear and question the noble tenets as preached by our sages and devotees when foreigners evince keen interest in them. An American scholar has worked on the life and contribution of Sri Ramakrishna Paramahamsa for his Ph. D. degree.

He further said that no country can make a st·ady progress through science only, if it is devoid of spiritual knowledge. The advanced countries in the world are looking to the Indians for guidance because they are spiritual minded. It is only due to this spiritual mindedness, we are in a position to compete with the others in the world. We should, therefore, feel proud of us.

The Minister also paid glorious tributes to Sri Swami Kesavaiahji who is responsible for the construction of this beautiful Sai Mandir.

Sri Subramaniam presented a replica of the Mandir to Sri P. S. Govinda Rao, architect. Swamiji presented Sri Subramaniam with a replica of the Mandir placed in a silver casket.

Earlier Sri M. Uttam Reddi, Chairman of the Samajam, welcoming the Hon'ble Minister and devotees said that 'Sri Sai Baba of Shirdi is one of the Great Saints of India. He was a realised soul. He could command the elements of nature and foresee the far future. He attracted people from all religions and from all strata of society.

During his life-time Sri Sai Baba preached simple bhakthi and identified himself with his devotees. True to his word, Sri Sai Baba has influenced an even larger number of people after his Maha Samadhi

Swami Kesavaiahji has been intrumental in spreading the Sai cult in South India. Over the years the number of people attending Thursday Poojas of Swami Kesavaiahji at Shenoynagar has increased considerably. The life mission of Swami Kesavaiahji to provide the Sai devotees a place where they can congregate in peace, meditate and commune with God has now been fulfilled. May Sai devotees turn the Mandir and the Meditation Hall into a Spiritual Centre and Sadhanalaya by the grace of Sat Guru Sri Sai Baba. Let Sri Sai Baba bless us all.

Sri Y.S. Sastry, spoke on devotion and Sri R. Veeraghavan proposed a vote of thanks. Swamiji distributed udhi and prasadam to all the devotees, more than 4000 present, coming from different parts of the city and far off places like Nalagonda, Karimnagar, Hyderabad, Vijayawada, Bangalore Vuyyur, Chittor, Nellore etc.

There was a concert of devotional songs by Srimathi S. Janaki renowned play-back singer. At the end of the concert Sri Swamiji presented her with a Kuthuvilakku.

Messages wishing for the grand success of the functions were pouring in.

Important personalities who sent messages were Sri V. V. Giri, former President of India, Sri K. K. Shah Governor of Tamil Nadu, Sri Mohanlal Sukhadia, Governor of Karnataka, Sri Devraj Urs, Karnataka Chief Minister, Sri K. Veeraswami, Chief Justice of Madras High Court and Sri P. Ramaprasada Rao, Judge of the Madras High Court.

Srimathi P. Chandravalli, Advocate and Secretary of the Samajam, distributing food to the poor.

FUN AND LAUGHTER

JUST HER BROTHER

He had persisted in calling on her, even though she had warned him of her father's decided opposition to buy friends. But the young man was getting desperate and on this particular evening he had his plans cut and tried for an elopement.

Suddenly the door opened, and the room was flooded with light. The young couple turned and faced a glowering parent.

"Who are you?" he asked the young man through clenched teeth.

The latter gulped and turned pale.

"I'm her brother!" he blurted out at last.

* * *

BUSINESS WAYS

"What is an executive?"

"He is a fellow who goes out and finds work – and then finds somebody who is willing to pay for having it done. Then he hires somebody else to do it."

THREAT

They had been happy for a year. Then one morning, the wife came downstairs to breakfast morose and wretched. She had no appetite, would scarcely speak a word.

"Come now, dear," he urged, "if I don't know what's the matter, I can't put it right, can I?"

"John," she said. "If ever I dream again that you have kissed another woman, I won't kiss you as long as I live."

* * *

COLLECTIVE PENALTY

The scene was a Hollywood film studio Thousands of "extras," attired as French revolutionaries storming the Bastille, filled the middle distance. In the foreground, on a rostrum, was the director bawling through a megaphones: "We're going to do this over and over again—until the guy shouting 'whoopee' decides to cooperate."

PROPER QUARTERS

The wife of a recently-married Aberdonian had successfully undergone an operation for appendicitis. A day or two after the operation her husband was having a whisky with the doctor, who in a moment of forgetfulness mentioned that the operation should have taken place two or three years earlier.

The father-in-law received the bill.

* * *

MICROBE'S LISTENING

Doctor: "You confess that you are bad tempered. I suppose I need not tell you that science has discovered that your bad temper is caused by an ugly little microbe."

Patient: "For heaven's sake speak quietly, doctor. She's in the next room."

* * *

BETTER AGREE

The Texas-born captain of an all Texas company in North Africa told his men:

"Our job here is to promote good neighbourliness, among other things. We've got to humour the natives. If they say Africa is bigger than Texas, agree with them!"

THE REFUGEE

Two explorers met in the jungle and were exchanging confidences over the light of their camp fire.

"I came out here," said the first, "because the urge to travel was in my blood. The dullness of towns irked me, and smell of petrol sickened my soul. I wanted to see the sun rise over new horizons, hear the scared flutter of birds hitherto to strangers to human foot steps, leave my footprints on sand unmarked before I came along, see Nature in the raw. Why did you come out here?"

"My daughter is learning the piano!" replied the other.

L.G.
COMPOUNDED ASAFOETIDA
FOREMOST FOOD FLAVOURING AND PRESERVATIVE.
LALJEE GODHOO & CO. MADRAS 1 & BOMBAY.

Comments By Vishnu

Anglo—Indians

Take Shirley for instance. She is an Anglo-Indian girl. She She is cute and she dresses well. She works as a receptionist at a hotel. The hotel is impressive to look at but it pays her a pittance. She is sociable and she does her work sincerely. She hasn't studied very much and could not take the SSLC because her parents couldnt afford it. She comes from a big family and out of her meagre income she has to support others. Her father who retired from the railways gets a pension but it is better not to talk about it. In these days the pension he gets would sound quite absurd. Shirley gives the impression that she is affluent but she isn't. In fact she is only just over on the right side of the poverty line Most of the members of her community live below the poverty line.

True, a handful of members are affluent but the vast majority of this minority community are impoverished. Unfortunately, though they present the image that they are well off because they try to dress well, speak English and are a blend of the cultures of the East and West, this isn't correct.

To take up their case with Prime Minister Mrs Indira Gandhi during her recent flying visit to Tamil Nadu they got hold of the right person. They got Chevaliar Denzil Vincent D'Monte.

D'Monte personally presented a memorandum to the Prime Minister to view their case for being deemed a backward community with sympathy and Mrs. Gandhi promised to look into the matter just as the Tamil Nadu Chief Minister had agreed to do earlier.

Our society is full of people who are ever willing to preach but when it comes to practising what they preach they seem to feel a little shy. Not so D'Monte for he does a thing if he believes it is the right thing to do and in the best interests of his fellow men.

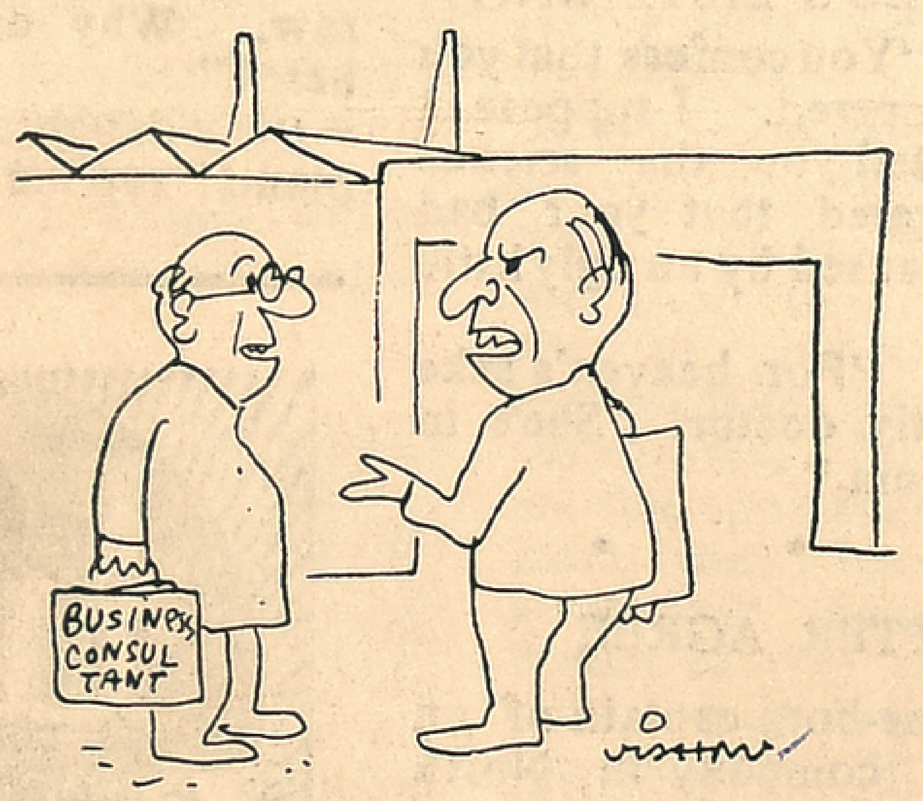
A person of great personal charm and helpfulness, he is one of those persons who matter in the city of Madras.

(See Free India Oct 20, 1974)

How Did You Spend 15th. August 1947?

Do you remember that day? I do. We Indian students, so far from the land of our birth that had won independance that day celebrated with a lunch at a local restaurant at Cambridge. Sudhir Ghosh (closely associated with Gandhiji and author of a book subsequently) was the chief guest. He was the Public Relations Officer to India House, Aldwych at that time. He presented the Majils (as the Indian students association was called) with a national tricolour flag and expressed the hope that India would become fully conscious of its role in world affairs. He hoped too that it would act to bridge the gap between Eastern and Western ideologies.

In the evening he came and spent a long time in my room at Emmanuel college and it was too late and so I managed to get him fixed up in our college guest room. He left for London on the following morning.



"Following your advice I cut costs, raised production, and increased profitability. This has attracted more tax and we've had to close down the factory."

(Courtesy, Democratic World, New Delhi, 1973)

Tit-Bits On Men And Matters

By T. NEELAKANTAN
(General Knowledge Agency)

FATHER HUDDLESTON

As desired by the Community of Resurrection, a Christian organisation of England, Father Huddleston took charge of a church in Sophiatown in 1943. Sophiatown was a suburb of Johannesburg in South Africa, where the black Africans were looked down and ill-treated by the white Europeans. The blacks worked hard on farms, in factories and mines at low wages and enabled the whites to grow rich at their expense. They lived in separate townships, away from the residential areas of the whites. .They were undergoing lot of inconveniences and difficulties, due to the unsympathetic attitude of the whites. While serving in Sophiatown as a priest, Father Huddleston was able to have an idea of the racial discrimination prevalent in that region. He, therefore, decided to fight for the rights of the blacks and oppose the unjust laws of the South African Government, which was in the hands of the white Europeans. The Government passed laws to force the blacks to move from their places of habitation to other places, if such movements were in the interests of the whites. And when the blacks were forced to move from their place of habitation to a far-off open space, build their huts and settle themselves there at great inconvenience, Father Huddleston boldly joined hands with them in their protest and helped them in all possible ways.

St. Peter's School in Johannesburg admitted the black children and gave them good education. Many of the blacks who studied in this school, became great African leaders and writers. Father Huddleston served as the Superintendent of this school for some years and he was extremely happy over their advancement, even though he was a white man. But the Europeans in South Africa were not in favour of the blacks getting well-educated and compete with them on equal terms, in social life. So they made the Government pass the Bantu Education Act in 1954 This Act was so framed as to make the blacks, fit enough to be labourers only. As a protest against this Act, Father Huddleston closed the St. Peter's School. On account of such bold actions, the Europeans looked upon the Father as their bitter enemy and as a great friend of the blacks. In 1955, the Community of Resurrection asked the Father to return to England to look after some other work. Though he was anxious to stay on and continue to serve the blacks, he as a disciplined worker returned to England. During his stay in Johannesburg for about 12 years, Father Huddleston did very good service to the blacks and his name became a lenged in South Africa.

CINEMA 'STARS' AND PUBLIC CAUSES

Cinema has become very popular these days and large number of men, women and children see films with great interest. Film-producers, therefore, should kindly produce films in such a way as to be helpful to the public to lead better and nobler lives. Once, a Film-producer requested the veteran film actor Prithiviraj Kapoor to act in a film as Guru Nanak. As he would be popularising the great techings of that great saint by acting in that film, Prithiviraj readily accepted the offer. When he was asked as to how much he should be paid for acting, he said that they could pay him whatever they thought fit, after finishing the film. I now request our cinema 'stars' to follow the example of Prithiviraj Kapoor by acting in films which depict the lives of great leaders, social reformers and the other benefactors of humanity. Richard Burton, the great actor, had played the roles of great men like Napolean, Alexander the Great, Caesar, Trotsky, Winston Churchill and Tito.

After acting in films for a reasonable length of time and after making necessary arrangements for their comfortable living, the cinema 'stars' can kindly devote their time in some public causes. As they are very popular with the masses and as they draw large audiences, they can preach and propagate good policies and programmes. Hollywood actor Marlon Brando decided in 1968 to quit the film-field and engage himself in the Civil Rights Movement of the Negroes. Danny Kaye the American comedian, associated himself with the (UNICEF) to cheer up the children and work for their welfare. By so doing, these actors became more popular than before. Other actors and actresses also can engage themselves in some worthy causes, after working in the film-field for some years and after making necessary provisions for their future. If they do so, they will be popular not only among the film-fans but also with the general public.

WOMEN—THE RULERS

Cato the Elder once said:— "We rule the world and our women rule us". Sitting on the throne, some women have ruled some nations. sitting in the home, many women rule their men.

From page 4

encompass the obligation to consider the effect of its decisions—actions and non-actions—on the whole social system This era will assert itself from things first to people—second culture, to people–first to things—second culture.

NEW PERSPECTIVES

Another challenge for marketing is how to overcome consumerism. Undoubtedly, consumerism pressures will intensify, as will pressures to increase Government regulation to protect the consumer. A company's response to consumerism cannot, therefore, be in the form of tokenism. It has to be affirmative action and the management has to develop the right attitude to consumer needs, problems and preferences. The overriding objective should be to ensure a satisfied customer in a manner consistent with public welfare. The essence of effective response to consumerism is an integrated programme of product quality, service and customer information supported by top management with high level responsibility for consumer affairs. I am sure, firms which exploit a consumer cannot perpetuate their interests for long. Serving today's consumer is not only an opportunity but also a pre-requisite for survival.

Consistent with the resources and expertise, there are many areas in which marketing personnel can contribute to the community problems and project a new perspective to public relations. Super markets, wherein reliable and safe products are merchandised is an example. This cuts down the middlemen, by procuring such items, as food articles direct from the farmer, avoiding food adulteration, and making available quality products at reasonable prices.

A similar approach is an efficient retail distribution in the poorer sections of the cities, to meet the essential needs of the low income groups. Increase in production of essential commodities is only a part of the problem. What is even more important is to make public distribution of essential commodities a success. Business leadership, with all its resources and marketing expertise can contribute meaningfully to solve this major problem of the community.

OUR PROBLEMS

India can neither afford nor is is it desirable to build an economy with a high consumption culture and considerable waste, as in the West. Our resources are limited and our major problem is to meet the essential needs of our people both in terms of per capita consumption and range, before we artificially stimulate new demands. We must provide transportation, cheap and durable cloth, low cost housing and essential commodities for the masses. We have to decide whether it is more important to grow more tobacco and encourge smoking or grow more food. We have to decide whether we should encourage generic drugs or branded drugs; safe products or unsafe products; nutrititious products or less nutritious products. This, therefore, calls for a new attitude towards consumption in the country, as a whole. Intelligent and responsible consumption must serve as a guide to marketing, with national priorities on utilisation of resources. In a pattern of this nature, fraudulent and deceptive advertising has no place. You no longer have an artificially stimulated demand and unhealthy competition. The societal benefits for such a pattern will be great. Individual choice and efficiency of production and distribution will not be hampered. Long term welfare will be the focus, intelligent consumption will provide both to the consumers and the competing firms and the resultant impact on the environment. This consumption philosophy is well worth consideration in a country with scarce resources and with a sense of urgency to improve the living standards of the people. This policy must be pursued by business, consumers and the Government.

Fifteen years ago, John Kennedy said "If a free society cannot help the many, who are poor, it cannot save the few, who are rich".

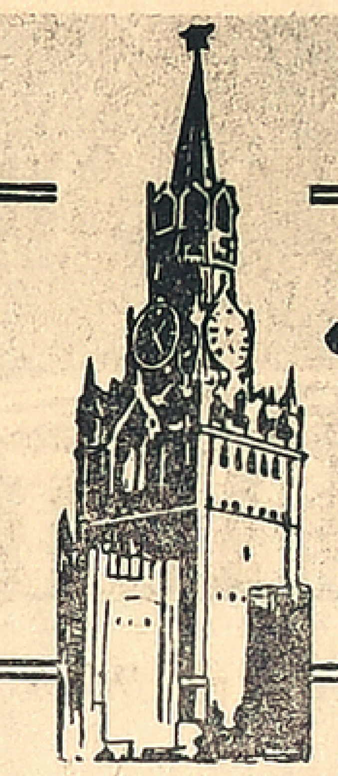
PROMINENT ROLE

The marketing concept has emanated from the private sector and it has to respond meaningfully and effectively to the negative and sometimes disastrous side effects it often creates. Otherwise, its inaction will be not only socially irresponsible but could eventually be self-destructive. The crisis of confidence in the business sector finds at least a partial solution in devising new rules for the market, which are compatiable with the changing needs and values of society. The responsibility of a manufacturer extends right through the channels of distribution to the end consumer. Business has to redress the grievances of the consumer and reduce after-sales-frustration. Advertising messages must be in line with consumers' reality. Corporate sector must take a lead in intelligent and responsible consumption for safe, reliable and nutritious products. It must get involved in community problems and provide the marketing expertise for super markets and efficient retail distribution system in the poorer sections of the community.

The marketing concept involves a system of values, attitudes and a way of life that permits individual motivation. personal freedom, variety and excellence. Regardless of the present shortages and regardless of the protected market, undoubtedly, marketing mechanism has to play a prominent role in our economic system.

At the same time, Government has an equally important role. It can help ease the transition caused by change through stimulating or contracting the economy. It can determine national priorities on utilisation of resources and the consumption patterns. It can set and montor the rules of the economic game, through anti-trust laws, product quality standards, pollution controls and restrictive tradepractices. These restrictions are set principally to keep competition alive and protect the general public. The key issue is at what point do such activities and restrictions inhibit to the point of rendering the marketing mechanism ineffective. Perhaps an ideal combination will be better functioning of the market system and a better Quality and not quantity of public control.

(Courtesy: All India Radio)



Muscovite's Diary

Ivan Ivanov

HISTORY OF INDIA IN FOUR VOLUMES

The four-volume history of India from ancient times to the present day by the Institute of Oriental Studies of the USSR Academy of Sciences, deserves special mention among the publications on India in the USSR.

This work, written in simple language, describes the main stages of the economic, social, political and cultural development of the peoples of India from the paleolithic age to our days. The book deals with historical events up to 1973 which enables one to call it the only up-to-date and comprehensive account of India's history of its kind.

It was prepared by a group a associates of the USSR Academy of Sciences' Institute of Oriental Studies like G.M Bongard-Levin, K.A. Antonova and G.G. Kotovsky.

The authors have described India as one of the cradles of human civilisation and have shown the great contribution which it has made to world culture.

The book describes lucidly and concisely, how ancient and medieval state formations succeeded one after the other on India's territory. It also deals with religions as well as of various religious and philosophical teachings. A large part of the book is devoted to India's history during the colonial period. The authors' methodological approach to the analysis and presentation of the causes and consequences of India's enslavement by the British Colonialists is based on Marx's well-known articles "British Domination in India", "The East India Company, its History and Results", "Future Results of British Rule in India" as well as on other classics.

The concluding part of the book deals with the modern period of Indian history, a period marked by an unprecedented upsurge of Indian national-liberation movement which received a powerful impetus from the October Revolution.

Summing up the Soviet Indologists' studies of the historic role which Mahatma Gandhi and Gandhism played during the most dynamic period in India's history, the authors clearly show the concrete contribution which Mahatma Gandhi made to the cause of his people's struggle for national liberation.

The last three chapters of the book deal with the 25-year-long history of India's development along the road of national independence and social progress.

• • •

BRINGING SCHOOL TO THE FACTORY

Many schools all over the country are now carrying out a new method of bringing working life and the educational process closer together. These schools have set up "factories" in which boys and girls of the 15-17 year old classes can learn a number of trades. This, it is hoped, will help them to make a more informed choice when it comes to deciding on their future. And it will help introduce them to the atmosphere of the working world.

I had a look at one of these "school-factories" in Kazan, Tataria, and was greatly impressed. I toured their training rooms, classrooms and workshops

Local industrial enterprises had helped fit them out with the latest plant and equipment. The one I saw had shops for cold processing of metal, sewing-machine shops, computer rooms, facilities for training in a variety of careers linked with the car industry, electronics, shops, draughtsmanship, etc.

Pupils may get training there in the rudiments of turning,

(Contd. on page 10)

For the Week Mar. 30, to April 5, 1975

MESHA (ARIES)
Aswini Bharani
Krittika 1/4

THOUGH there is chance of making some money through personal efforts, particularly in the early part of the week, expenses will be high. Official trends indicate the scope for transfer or promotion. About Wednesday/Thursday, exertion may be there. Better to avoid speculation. Patient handling of public relations is needed. The transit of lord of lagna indicates scope for help from friends.

★

VRISHABA (TAURUS)
Krittika 3/4 Rohini
Mrigashirsha 1/2

TILL midweek, social and professional activity will be brisk. Enjoyment of luxuries or effort to acquire a new article is indicated. Outstandings can be realised with some effort Marriage, social function and improvement in social status are possible. Some care in spending may be necessary in midweek. Avoid emotion in dealing with others. Good result is there.

★

MITHUNA (GEMINI)
Mrigashirsha 1/2 Arudra
Punarvasu 3/4

SOME improvement can be expected in finance and profession. But, do not thrust your views on others or make any drastic change. Try to consolidate your official position. More activity and larger contacts are indicated. Social, speculative and intellectual fields attract your attention in the early part of the week. More people may also seek your assistance.

★

KATAKA (CANCER)
Punarvasu 1/4 Pushya
Ashlesha

MORE attention to finance will be there after midweek. Do not increase your physical strain. The combination of lord of finance and lord of luck follow-ed by the fortification of Karmasthana will be helpful in your ventures. Money flow will be satisfactory. Improvement in health and congenial atmosphere are possible. Expenses will be there. From Thursday you will find more rewarding activity. Avoid wasteful discussion in midweek.

★

SIMHA (LEO)
Maka Purva Palguni
Uttara Palguni 1/4

THE aspect of "Yogakaraka" over the ascendant may raise your ambition. Try to be more energetic Earnings and investments show an encouraging trend. Some indirect benefit can be visualised. Your relations with elders are better. At home, there may be chance of difference of opinion. Avoid arguments and work on a priority basis. Sunday and Monday will be good.

★

KANYA (VIRGO)
Uttara Palguni 3/4 Hastha
Chitra 1/2

THERE is shift towards more earnings. You will be pleased with the domestic atmosphere. With efforts, new contacts will produce better results. Your help may be needed by relatives and brothers. In official matters, developments may be slow. Public relations and political affairs are likely to improve. Marriage and other happy associations are possible.

★

THULA (LIBRA)
Chitra 1/2 Swathi
Visakha 3/4

THE week starts with a desire to improve your personal affairs. Try to complete pending matters. About week-end, there is chance of productive communication. Activity will increase. But, midweek calls for caution in financial matters and human relations. Delay and discussions are seen about business affairs. You must iron out any differences at home, as there is no point in harping on past mistakes.

★

VRISCHIKA (SCORPIO)
Vishakha 1/4 Anuradha
Jyeshtha

IN spite of slow progress in some domestic matters, finance can improve. Expected money or help may materialise. Fresh efforts will be useful in political matters. Physical energy is at a low ebb. Emotion and worries will reduce your stamina, as you seem to worry much about marriage affairs and property affairs. Mid week will need circumspection. In official matters, try to face and manage new problems.

★

DHANUS (SAGITTARIUS)
Mula Purva Ashadha
Uttara Ashadha 1/4

YOUR attention is focussed on an urgent financial matter. After mid-week there is chance of more activity. Domestic activity will increase Try to reduce expenses. A visit to a holy place or enjoyment of luxuries is possible. Public relations indicate better results. But, do not be in a haste. Earlier part of the week will be rewarding. Income is satisfactory and your advice or assistance will be needed by some.

★

MAKARA (CAPRICORNUS)
Uttara Ashadha 3/4
Shravana Dhanistha 1/2

CONDITIONS are mixed. While friends and official matters are satisfactory, you may be short of funds. Borrowings may be necessary. At home, diversion is there; you should not change your views suddenly. Property affairs may show progress. If you contemplate buying or constructing a house, you will be able to find an opportunity. Correspondence from a distant place may help your business thinking. Till Friday, efforts will be useful.

★

KUMBHA (AQUARIUS)
Dhanishta 1/2 Sathabhishag
Purva Badrapada 3/4

FROM Tuesday, professional activity will increase. Go ahead with your work on hand. There is a shift towards family affairs. Your attitude may not be liked by a close relative. Speculation is mixed. Finance is better. Auspicious celebration, or favourable news is possible. There is need for maintaining health above par. Wednesday to Saturday will provide more activity.

GLOSSARY

Arudra	—திருவாதிரை
Pushya	—பூசம்
Ashlesha	—ஆயில்யம்
Purva Phalguni	—பூரம்
Uttara Phalguni	—உத்திரம்
Anuradha	—அனுஷம்
Jyeshtha	—கேட்டை
Purva Ashada	—பூராடம்
Uttara Ashada	—உத்திராடம்
Shravana	—திருவோணம்
Dhanistha	—அவிட்டம்
Satha Bhishag	—சதயம்
Purva Bhadra-pada	—பூரட்டாதி
Uttara Bhadra-pada	—உத்திரட்டாதி

MEENA (PISCES)
Purva Badrapada 1/4
Uttara Badrapada Revati

DOMESTIC atmosphere is mixed. But, some improvement in finance can be expected. You can engage in useful discussions. The movement of Saturn in 'Sukasthana" may affect your peace of mind. Expected developments in property or investments are delayed. New expenses and lack of satisfying relations with elders and superiors, are indicated. Till Tuesday, patience may be necessary.

From page 9

short-hand-typing, artistic design, etc. A careers office helps youngsters to choose according to their abilities and temperament.

Senior pupils of local schools spend one day a week at this centre—six hours during which they cover both theory and practice. The training programme is designed to cover a period of two years.

* * *

THE TREE OF FRIENDSHIP

A friend just back from Sochi, on the Caucasian shore of the Black Sea, tells me that the famous Tree of Friendship now bears 45 different kinds of citrus fruit.

It all began just before the second world war, when Fyodor Zorin, an expert on fruit-growing planted a wild lemon tree in the grounds of the Horticultural and Mountain Gardening Research Institute. He then grafted oranges and lemons on to it.

In the autumn of 1940 Otto Schmidt, the famous scientist and Arctic explorer, saw it and asked Zorin if he, Schmidt, could make another graft of another fruit.

That started a tradition. Since then workers, spacemen, writers, musicians and others from many countries have grafted a new bud and left a message in the visitors' book, or rather books—there are now 14 of them.

As the tree grew new fruits, so did its fame. People all over the world send letters and postcards addressed "Tree of Friend ship, Sochi, USSR" and they all reach their destination.

★

From page 2

Sarvapalli Radhakrishnan, who was then on an official visit to the Soviet Union, in acknowledgement of her talent, presented Elmira with a basket of flowers after one of her concerts and invited her, on behalf of the Indian Government, to study Indian songs and dances in India.

Next autumn Elmira left for the country of her dreams. Two years of hard work, numerous meetings with interesting people, and a first-hand view of the nature and culture of India awaited her. She spent the first year in Shantiniketan at the famous University founded by Rabindranath Tagore. There she studied the ragas, classical Indian melodies, folk songs and songs of Tagore himself. The talent and industry of the girl from Azerbaijan, who till then had no idea of classical Indian music or Indian folklore, brought amazing results. At the examinations she got the highest marks—90! After a short vacation in Kashmir which captivated her with the majestic beauty of its snowy peaks, its colourful Alpine meadows and the azure of its lakes, Ragimova went on to Baroda. At the arts department of the local university she was initiated into the mysteries of Bharat Natyam, and in the art of singing Indian classical and contemporary folk songs. In April 1959, Elmira passed her tests with flying colours and returned to the Soviet Union.

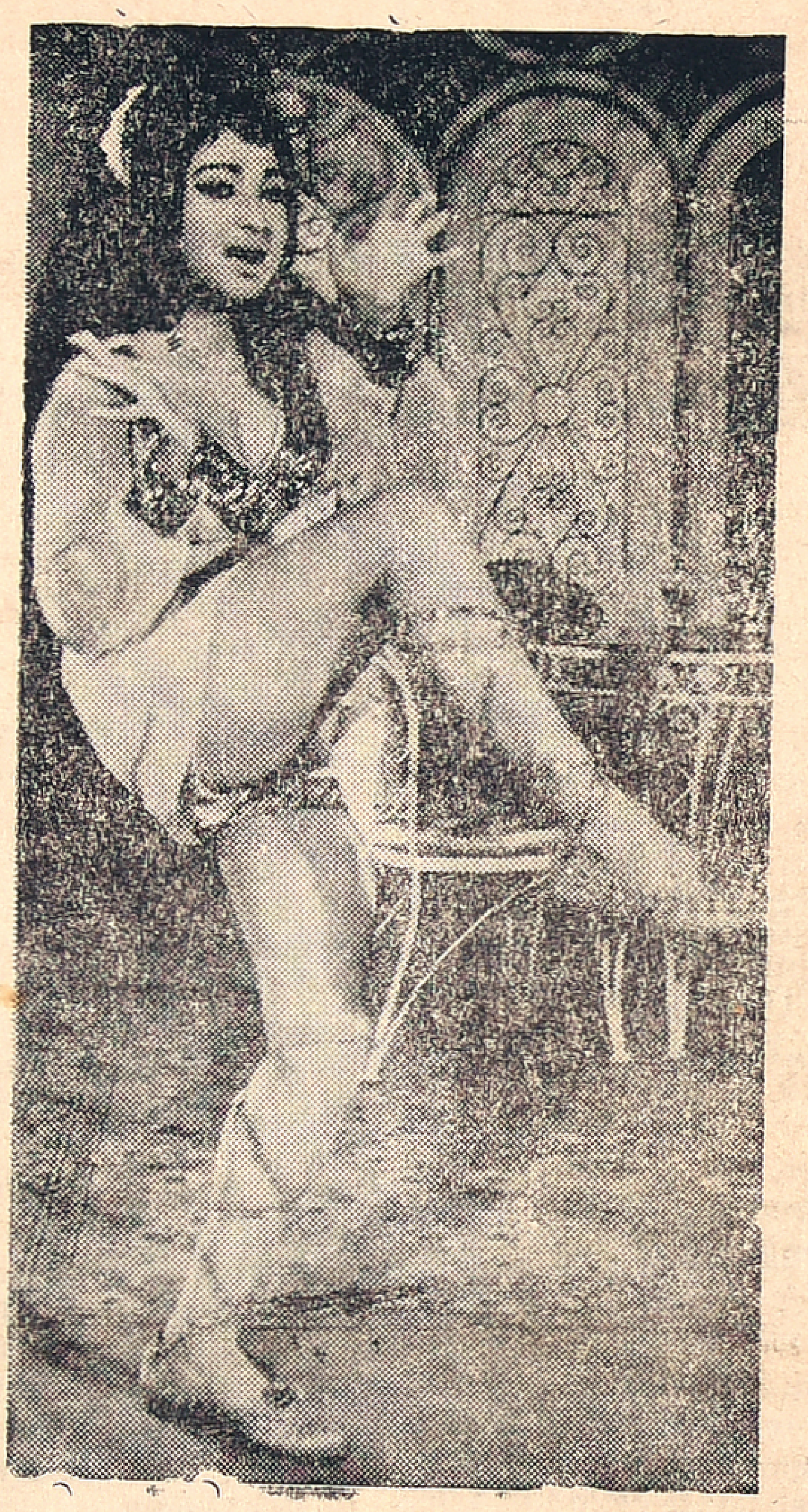
Today, Merited Artiste of the Azerbaijan USSR Elmira Ragimova is one of the most popular singers in the republic. Elmira's voice is often heard over the radio; her face, with its shy charming smile is familiar to millions of TV fans; her records have a brisk sale. Ragimova's repertoire consists of songs of various countries of the world, but, of course, the place of honour goes to the vocal art of India.

★

Ragimova's singing is full of emotion

Film News In Pictures

Sivaji Ganesan's 175th picture Avanthan Manithan, is expected to be released shortly. His fans are making elaborate arrangements for clebrating the occasion. Sivaji Ganesan started acting in films as a hero in Parasakthi, which proved to be a controversial picture. Ever since he has been acting only as a hero, which itself is a record. He has enacted almost all the roles-as father, brother, son, grandson, hero, villain and also as comedian. He has actually created a new era in the Tamil film world. It is still a wonder why he has not been awarded the nation's highest award for acting talent, 'Bharath'.



A striking cabarette dance pose of Jaikumari in one of her recent films. Though a versatile actress, she is being used as a glamour girl and vamp in the films by the producers.

Jayalalitha started her film career as heroine in Sridhar's "Vennira Adai", which created history. Since then she has acted in more than a hundred films in a short period of ten years. Jayalalitha, who has a natural talent for acting, is also a good dansuese. Now she is acting in a number of films.

Lovely Latha with fruits in her hand is day-dreaming about her lover. A scene from "Unnai Naan Marakkavillai" directed by A. K. Subramaniam. Muthuraman is cast as the hero in the film produced by Pari Films.

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